



REPORT ON

ANALYSIS OF THE ACTIVITIES OF THE TWO DEPARTMENT OF DBL GROUP

“DBL DISTRIBUTIONB AND PARKWAY PAKAGING”

(SISTER CONCR OF DBL GROUP)

Submitted To: Dr. Hafiz G.A Siddiqi

Professor Emeritus

BRAC Business School

BRAC University

Submitted By: Samiya Khan

ID- 09204041

BRAC Business School

BRAC University

Letter of Transmittal

Dr. Hafiz G.A Siddiqi

Professor Emeritus

BRAC Business School

BRAC University

Subject: Submission of Internship report

Dear Sir:

I would like to submit my report titled ‘Analysis of the activities of the two departments of DBL Group, DBL Distribution & Parkway Packaging LTD’ prepared as a part of the requirement for BBA program of BRAC Business School.

I have successfully completed my internship program in DBL and I worked there as an intern for three months. Working on this report was a great learning experience for me as I got to learn the differences between practical and theoretical work. I hope you will find the report to be objective, systematic and reliable.

I would like to take this opportunity to thank you for all the support and guidelines that you have provided, which I hope to continue getting in the future. Meanwhile, I will be available if you have any query.

Sincerely yours,

Samiya Khan

ID: 09204041

BRAC Business School

BRAC University

ACKNOWLEDGEMENT

At the beginning of preparing this report, I would like to convey gratitude to the Almighty Allah for his blessing in completing this report. This internship report is an accrual of many people's effort. For this, I am obliged to a number of people who helped me to organize this report and or their kind opinion, suggestions, instructions and support and appropriate guidelines for this. I have received endless support and guidance in preparation of this report from numerous sources. I would like to take this opportunity to thank them all.

First of all, I would like to thank my Internship Supervisor Dr. Hafiz G.A Siddiqi Professor Emeritus BRAC University for his continuous guidance and assistance in preparation of this report. His invaluable advice has helped me a lot in writing this report. I am immensely thankful to him for the supports he has provided during my Internship period.

Next, I would also like to express heartfelt gratitude to my organizational supervisor at DBL, Mr. Mizanur Rashid Patwary (Manager DBL Distribution). He directed me towards the right information and regularly reviewed my progress in preparation of this report. I would also express heartfelt gratitude Golam Sarwar Rashel (Executive, PPPL) who always supported me in all ups and downs throughout the internship period.

Their valuable contribution has facilitated the successful completion of this report to a great extent.

Table of Contents

| | |
|---|----|
| 1. Chapter 1..... | 7 |
| 1.1 Introduction | 7 |
| 1.2 Objectives: | 8 |
| 1.3 Board of Directors | 10 |
| 1.4 Share Holders & Equity Distributors | 11 |
| 1.5 DBL Organogram: | 12 |
| 1.6 Member Unit..... | 13 |
| Chapter 2..... | 14 |
| 2.1 Job Description:..... | 14 |
| 2.2 Core Job Duties: | 14 |
| Chapter 3..... | 16 |
| 3.1 Project Summary:..... | 16 |
| 3.2 Objectives of the study: | 16 |
| 3.2.1 Primary Objective..... | 16 |
| 3.2.2 Secondary Objective | 16 |
| 3.3 Methodology:..... | 17 |
| 3.4 Sources of Data: | 17 |
| 3.5 Limitation of the Report..... | 17 |
| Chapter 4..... | 18 |
| 4.1 DBL Distribution limited | 19 |
| 4.1.1 Company Overview: | 19 |
| 4.1.2 Mission Statement: | 19 |
| 4.1.3DBL Distribution Organogram:..... | 20 |

| | |
|--|----|
| 4.2 Business Objective: | 21 |
| 4.3 Products and Services: | 21 |
| 4.4 Total Order Processing Flowchart..... | 25 |
| 4.5 My Involvement with DBL Distribution:..... | 26 |
| 4.6 Analysis of DBL Distribution: | 26 |
| 4.7 Findings of DBL Distribution:..... | 27 |
| Chapter 5..... | 29 |
| 5.1 Parkway packaging & printing ltd | 29 |
| 5.1.1 Company Overview: | 29 |
| 5.1.2 Products: | 29 |
| 5.1.3 PPPL Organogram..... | 30 |
| 5.1.4 Sales Process..... | 31 |
| 5.1.5 Work Matrix..... | 32 |
| 5.2 Production Procedure flowchat | 37 |
| 5.3 My Involvement & Contribution | 37 |
| 5.4 Analysis of PPPL..... | 38 |
| 5.5 Recommendation of PPPL..... | 38 |
| Overall Recommendation: | 39 |
| Conclusion:..... | 40 |
| Reference: | 41 |

Executive Summary

Now a day's Business Enterprises are always in complex environment in respect of decision making. So, authentic and prompt support of information is very much important to the management more specifically, how they do their business their export import factors, relationship with the buyers and the perspective of the ultimate customer.

The internship in the DBL Group has given me the opportunity to get a flavor of the real life of situation. **The topic of my internship program is DBL Distribution & Parkway Packaging LTD.** the study was conducted with an attempt to have a picture of DBL Group and Its overall Business Process in these two Sectors. .

DBL Group is a composite textile mill having comprises of Yarn dyeing, Knitting, and Fabric dyeing and finishing fabric and ultimately producing garments for end user abroad. DBL Group started its business in 1991 and till date it has resulted in a conglomerate of 19 concerns and currently has facilities for spinning, fabric knitting, dyeing and finishing, washing, packaging and printing. DBL Group is one of the largest and 100% export oriented composite knit garments and textiles manufacturing industry in Bangladesh. They supply quality apparels across the world to the best of the retailers and the biggest brands of the fashion industry.

Chapter 1

1.1 Introduction

DBL Group is a diversified and integrated knit garments manufacturing & composite industry with strong linkage. DBL Group started its business in 1991 and till date it has resulted in a conglomerate of 19 concerns and currently has facilities for spinning, fabric knitting, dyeing and finishing, washing, packaging and printing. DBL Group is one of the largest and 100% export oriented composite knit garments and textiles manufacturing industry in Bangladesh. They supply quality apparels across the world to the best of the retailers and the biggest brands of the fashion industry. Their production capacity is 6.5 million pieces per month. Their export markets are Canada, Europe and USA. Total export of the group reached USD 300 million in 2011. Their buyers are H&M, Puma, George, Esprit, G-Star, Wall Mart Canada, C&A, Decathlon, and MQ Sweden.

DBL Group has a dedicated and skilled workforce of 15,700 employees and is equipped with world-class management skills which ensure a top notch performance in all aspects of its operation. DBL Group supplies quality apparels to globally renowned biggest retailers and is focused on upholding the reputation of the readymade garments and textiles industry of Bangladesh.

DBL Group is using energy efficient machinery with less environmental impacts in all of its projects. DBL Group has a biological ETP (Effluent Treatment Plant) which has a capacity of 4000 cubic meters and is the largest ETP in the country. Moreover, the group is in process of installing another ETP with the capacity of 7500 cubic meters soon. DBL Group has a captive power plant of 35MW and is in the process of expanding its infrastructure.

They have embarked on a growth plan that is expected to truly transform their organization. In near future year, their home textiles, ceramics, pharmaceuticals and leather industry will be in operation. Their projected turnover would be USD 550 Million and they will employ over 37,000 people by year 2016. Vision 2020 aims to sustain the confidence which has been endowed on

them by the society and grow further as a distinctive business house for its customers, employees, associates and stakeholders. (5. According to DBL website)

Their management team consists of highly experienced individuals with proven track records in their respective fields of expertise. Some of our renowned professional includes Mr. Md. Zahidullah who has been leading the corporate dept as a GM. He has hands on experience in the RMG sector for over 20 years. Another notable personality includes Md. Ishaque who's supervising the entire for over a decade as an advisor. They are responsible for delivering DBL's vision to combine leading infrastructure to develop efficient and effective solutions that will always keep international standard businesses one-step ahead.

Vision statement

“To extend our leadership through world class performance” (DBL website)

Mission statement

“We will develop a progressive, empowered and consumer focused corporate culture to enhance market leadership along with the passion of Corporate Social Responsibility.” (DBL website)

1.2 Objectives:

They have an interactive Multi Medium Marketing & Production Group. Each entity operates as an autonomous business. From conceptualization to activation we are that extra set of hands, eyes, ears and with “our international network” of professionals to ensure all goals are achieved. The company creates, manage and activate properties for specific target groups and ultimately turn them into brand ambassadors, thus insuring companies ROI.

They are here to assist you in the development of concepts, ideas, campaigns, events & ultimately generate viable content that will connect your brand identity to your consumer. We are experts in experiential events and Cross Media Development. Company's concepts and solutions ensure quality content and event experiences are created to provide your customers with information about your products, services and activities.

Values of the company:

Respect for All: The companies show our utmost respect to all individuals those who are employed with us or we will come in contact in business dealings or in the community we serve-in.

Integrity: The Company apply the highest ethical standards with highest degree of transparency and honesty to all business dealings in our respective jobs, duties and responsibilities.

Empowerment: The Company share information, reward and power so that all individuals can take initiatives, make decisions to solve problems and improve service and performance within respective area.

Accountability: The Company takes personal responsibility for using our resources efficiently, achieving measurable results, and being accountable to stakeholders and society at large.

Creativity: The Company is open-minded, initiate new ideas; committed to accept new challenges in ever-changing business environment with confidence and dynamism.

Team Spirit: The Company achieves business goals and objectives through a cohesive common understanding and cooperation among all members of intra and inters functions.

Sense of Urgency: The Company feels the need and is proactive to take actions in times of need and solve Problem.



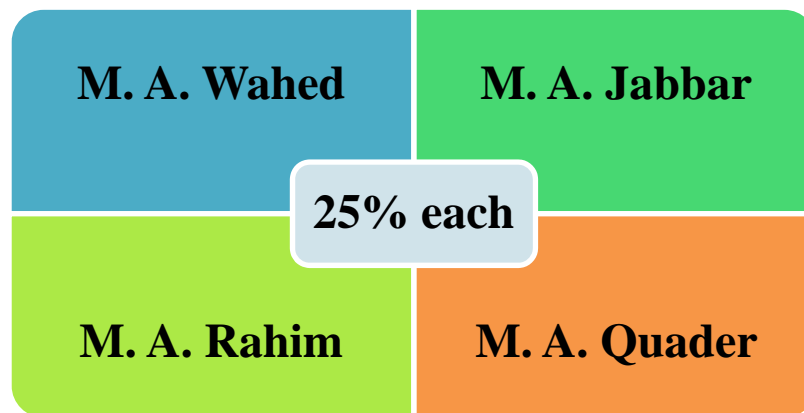
1.3 Board of Directors

DBL group board of directors is comprised of highly qualified professionals ensuring efficient day to day business operations.

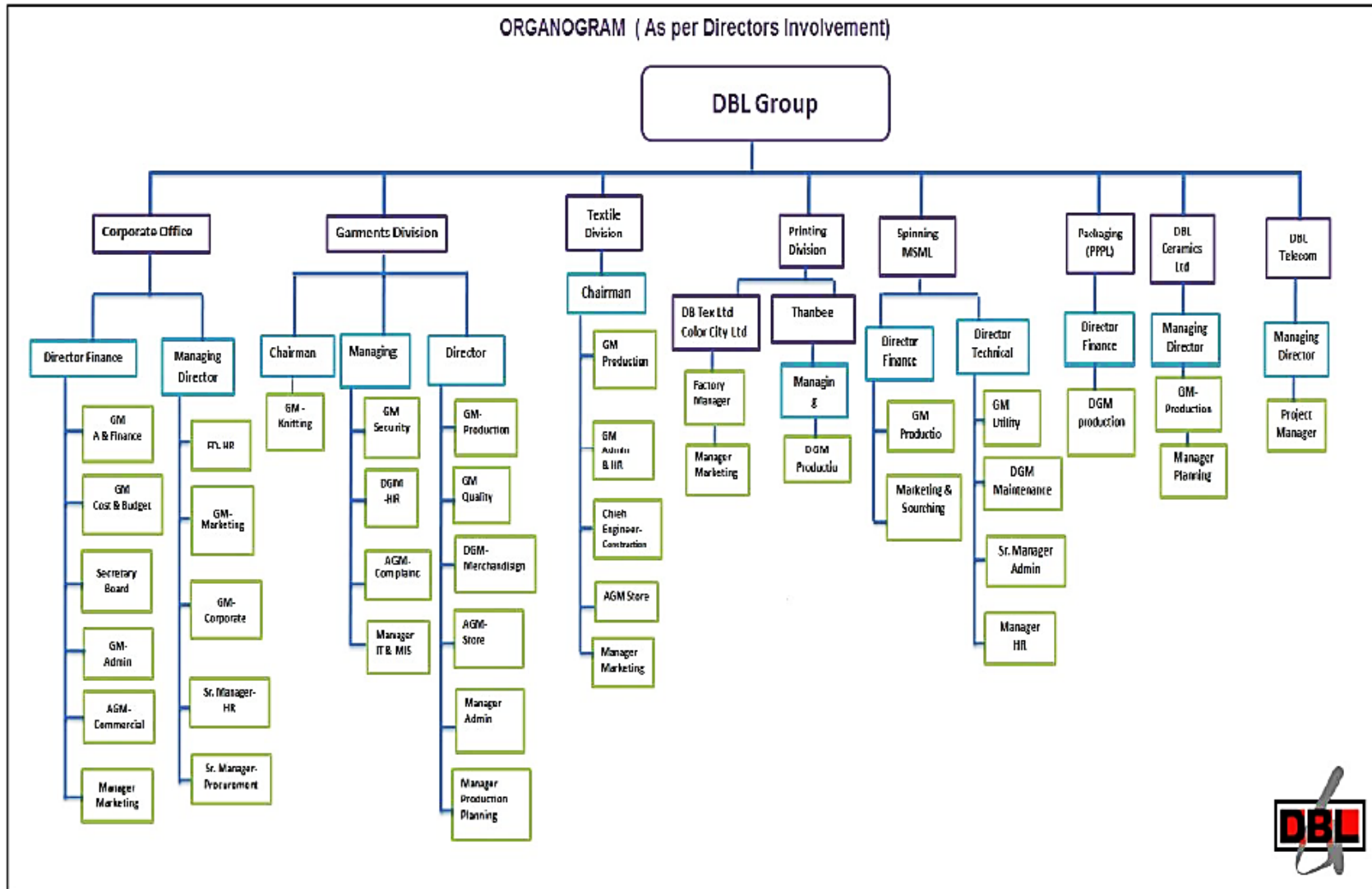
1. Mr. Abdul Wahed (Chairman, DBL Group)
2. Mr. Mohammed Abdul Jabbar (Managing Director, DBL Group)
3. Mr. Mohammed Abdul Rahim (Vice Chairman, DBL Group)
4. Mr. Mohammed Abdul Quader (Deputy Managing Director, DBL Group)

1.4 Share Holders & Equity Distributors:

In DBL distribution there are four shareholders and sponsors. They all have 25% share of the group. Their hard work and dedication brings the DBL group in the top of the industry.



1.5 DBL Organogram:



1.6 Member Unit

- | | |
|---|-----------------------------|
| 1. Dulal Brothers Ltd. | 11. Atelier Sourcing Ltd. |
| 2. Jinnat Apparels Ltd. | 12. DB Tex Ltd. |
| 3. Jinnat Fashions Ltd. | 13. JinnatKnitwears Ltd. |
| 4. Flamingo Fashions Ltd. | 14. DBL Telecom Ltd. |
| 5. Mymun Textiles Ltd. | 15. Color City Ltd. |
| 6. Hamza Textiles Ltd. | 16. DBL Ceramics Ltd. |
| 7. Matin Spinning Mills Ltd. | 17. MatinKnitwears Ltd. |
| 8. Textile Testing Services Ltd. | 18. Mawna Fashions Ltd. |
| 9. Parkway Packaging & Printing Ltd. | 19. DBL Distribution |
| 10. Thanbee Print World Ltd. | |

***The above mentioned names are sister concerns of DBL Group. In my internship period I have worked with two of the concerns of DBL Group, namely

- I. DBL Distribution
- II. Parkway Packaging & Printing Ltd.

Chapter 2

2.1 Job Description:

As an intern, I worked with two organizations. One is DBL Distribution system and another on is Parkway Packaging & Printing Ltd. DBL provide many service from its head office to its entire sister concern unit. Under the PPPL and DBL Distribution moreover I worked with the order placement. Once I received order from different buyer through mail and according to the policy I placed that order to our manufacturing and logistics server and reply the buyer with a mail about the order shipment time and pricing policy.

2.2 Core Job Duties carried out during my internship:

I was fortunate enough to work and contribute in the core job responsibilities in the two concerns of DBL which are mentioned below:

- Control Supply
- Order Placement
- Inventory monitor
- Demand forecast
- Order placement
- Maintain link between buyer and supplier

**ANALYSIS OF THE ACTIVITIES OF THE TWO
DEPARTMNET OF DBL GROUP**

**PARKWAY PACKAGING & PRINTING LTD
DBL DISTRIBUTION**

Chapter 3

3.1 Project Summary:

To comply with academic requirement of getting theoretical knowledge, I applied to some institutions and from them DBL has offered me to do so. Reporting to the Head and Vice President of DBL, the internship period has started since 1st February, 2014. During my internship period I worked with DBL Distribution unit for a period of 1 month and then I started working with PPPL. While working with these two units the divisional head gave me a brief of the functions of the units. As I got the privilege to work practically here, so I would like to describe my contribution to DBL.

3.2 Objectives of the study:

3.2.1 Primary Objective

The primary objective of this report is to use the theoretical concepts of Marketing in practice which I have achieved through my studies from all courses as it is a requirement of BBA program of BRAC Business School.

3.2.2 Secondary Objective

- To understand the terms with the entire business procedures
- To formulate a bridge between the theories and practical procedures of product distribution and operation.
- To be aware of the terms of Marketing that has been taught in the BRAC University
- To gain practical experiences and view the application of theoretical knowledge in the real life

3.3 Methodology:

This report has been prepared on the basis of experience gathered during the period of internship. At first the topic and research objectives were selected and I collected data regarding the report.

3.4 Sources of Data:

Sources of data were collected through two segments. I) Primary and ii) Secondary Data

Primary Sources of data were

- Practical desk work
- Interviews with the officers
- Conversation with the clients
- Appropriate file study as provided by the concerned officer.
- Personal experience gained by visiting, different desks

Secondary Sources of data were

- Annual reports of DBL
- Different “Procedure Manual” published by the DBL
- Publications obtained from different libraries and from the internet.

3.5 Limitation of the Report

During preparing the report I had to face some problems and those problems were:

One of the major limitations is the shortage of internship period. Since three month is not enough to know everything of a department I could not apply all my theoretical knowledge. The data and information related to the topic was not easily available. Supply of more practical and up to date data was another shortcoming. Many officers have not been interviewed as they are whole day busy with their Works.

DBL Distribution

Chapter 4

4.1 DBL Distribution limited

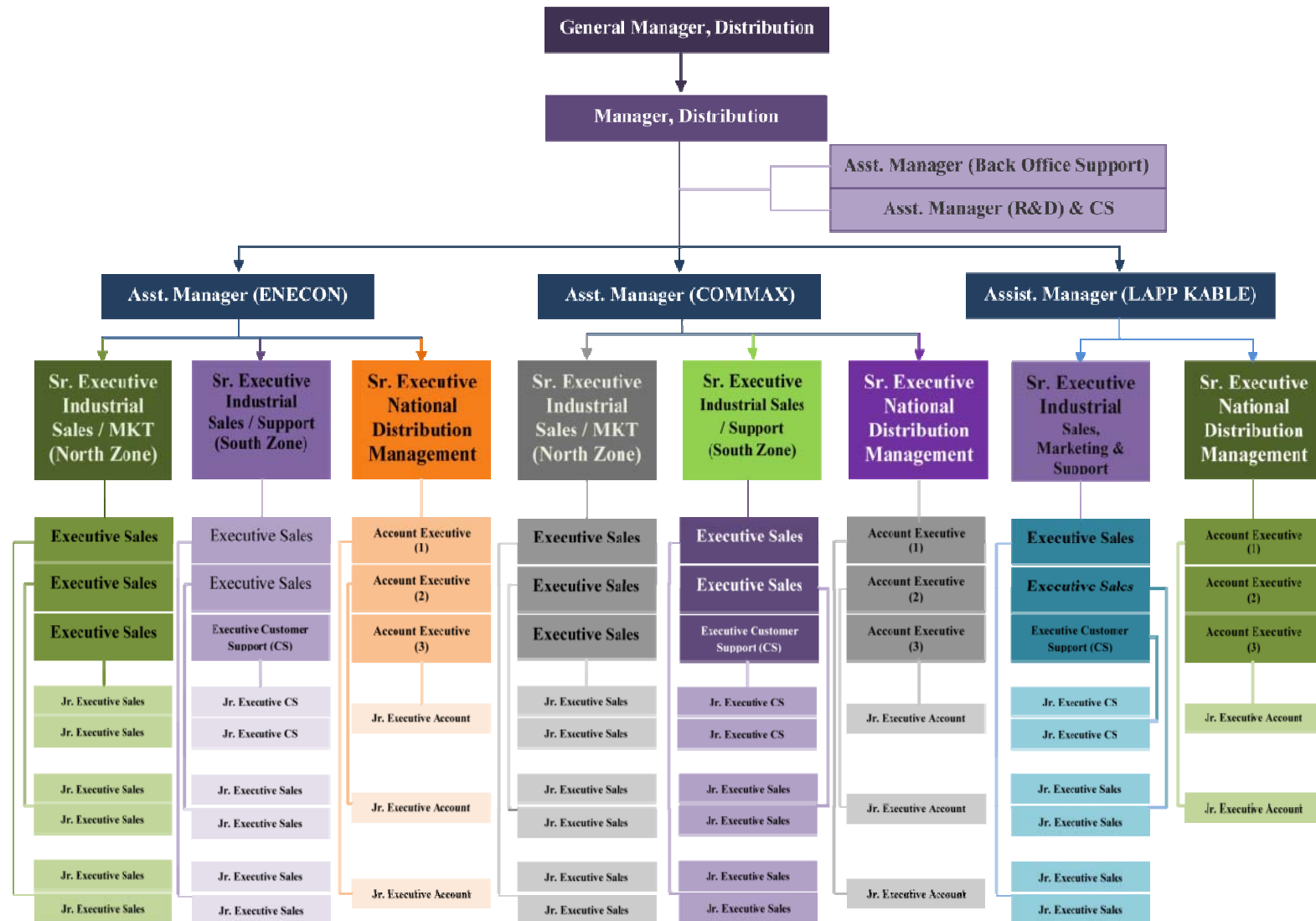
4.1.1 Company Overview:

DBL Distribution is one of the most important concerns of DBL Group. DBL Distribution was incorporated with DBL Group in 2007. DBL Distribution is proud to introduce some globally renowned brands to Bangladesh. DBL Distribution Ltd has a well-functioning management structure comprising of qualified engineers and a strong after sales support team. DBL Distribution Ltd has offices in Dhaka which is the main business centers of Bangladesh. It is trusted by the renowned business houses of Bangladesh for our quality products and services. It believes in business sustainability. It always tries to offer sustainable solutions that are geared towards both economic and environmental sustainability by presenting the best product in the market. It does not focus on the number of sales but it rather focus on the numbers of problem it solves. As a distributor, the team always tries to find out the right person from the potential company to offer our products. The team members are very dynamic, hailing from strong professional backgrounds with a wide variety of professional networks of engineers and industry experts, who facilitate us in identifying new prospects. At DBL Distribution there is a strong marketing and sales team who are always prepared to educate potential buyers with the best of the resources available to them. DBL Distribution is the sole authorized distributor of *ENECON* Corporation (USA) and *COMMAX* (Korea).

4.1.2 Mission Statement:

We will develop a progressive, empowered and consumer focused corporate culture to enhance market leadership along with the passion of Corporate Social Responsibility. (According to the website)

4.1.3 DBL Distribution Organogram:



4.2 Business Objective:

Our long term objective for DBL Distribution is to establish a win-win business partnership with our clients. We strongly believe in the products we distribute, and we want our clients to experience the same trustworthiness with our products. At DBL Distribution we Consider cooperation as the golden key to mutual success which leads to a competitive advantage. We intend to differentiate ourselves from other distributors in the nation by benchmarking in trouble-shooting and problem solving with innovative and sustainable business solutions. Applying the above mechanisms, DBL Distribution wants to secure its profitability by 300%, which is our ultimate primary business objective in 2014.

4.3 Products and Services:

Magnetic Products: ENEFLOW (USA)

| No | Category | Purpose |
|----|---------------------------|--|
| 1 | ENEFLOW Power Cell | Increase engine efficiency; reduce fuel consumption and harmful hydrocarbon emission, used for generator, boiler and chiller |
| 2 | Super Fuel Buddy | Increase small engine efficiency; reduce fuel consumption and harmful hydrocarbon emission, used for small generator, power tiller and irrigation pumps etc. |
| 3 | Water Buddy: | Remove mineral scale build up in pipe system used for swimming pool and small size boiler/ chiller etc. |

Polymer Products: ENECON (USA)

| No | Category | Purpose |
|----|-----------------|---|
| 1 | CHEMCLAD | Chemical protection, floor protection, safety surfacing and |

| | | |
|---|------------------|--|
| | | waterproofing. |
| 2 | ENESEAL | Energy conservation, refractive coating, roof repair and steel protection. |
| 3 | ENECRETE | Concrete repair, Hydrostatic pressure and waterproofing. |
| 4 | ENECLAD | Floor protection. |
| 5 | DURAGRIP | Pipe wraps system and slip resistance. |
| 6 | METALCLAD | Equipment repair, erosion/ corrosion solution and leak repair. |
| 7 | FLEXICLAD | Cavitations problem. flexible repair and rubber repair |

Security System Products: COMMAX (Korea)

| No | Category | Purpose |
|----|---|--|
| 1 | Close Circuit Television (CCTV) System | <p>Closed-circuit television (CCTV) is the use of video cameras to transmit a signal to a specific place, on a limited set of monitors. We offer the following varieties.</p> <ul style="list-style-type: none"> a. Body & Dome Type IR (Day& Night) Camera. b. Speed Dome PTZ Camera. c. IP Camera. d. Bullet Camera. |
| 2 | Video-door Phone: | Video door Phone is a stand-alone system used to manage calls made at the entrance to a building (residential complex, detached family home) & workplace etc. |
| 3 | Access Control: | <p>Access control refers to the practice of restricting entrance to a property, a building, or a room to authorized persons.</p> <ul style="list-style-type: none"> a. Proximity System (Single & Multi Door) b. Biometric System. |





**PROVIDING
WORLD CLASS
SECURITY
24/7
FOR OVER
45 YEARS**

WHY US?

- Installed by qualified technicians
- Both Indoor and Outdoor security
- Perfect for Home/Office/Industrial security
- Complete system design
- Excellent customer support
- Free survey and detailed quotation
- Diverse range of models to fit your specific need
- Award winning product design



IF Design Award



Australian International Design Award



First Brand Award



World Class Product Award

CLOSE CIRCUIT TELEVISION (CCTV)
ACCESS CONTROL
VIDEO DOOR PHONE
PA SYSTEM
WIRELESS AUDIO PHONE



The Fluid Flow Systems Specialists.



FLUID TREATMENT SYSTEM

Reduce Harmful Emission & Improve Engine Efficiency

- ▶ Increase efficiency
- ▶ Significant financial savings
- ▶ Produce cleaner energy
- ▶ No external energy required
- ▶ Environment friendly & maintenance free
- ▶ Prevent mineral scale buildup
- ▶ Commercially proven









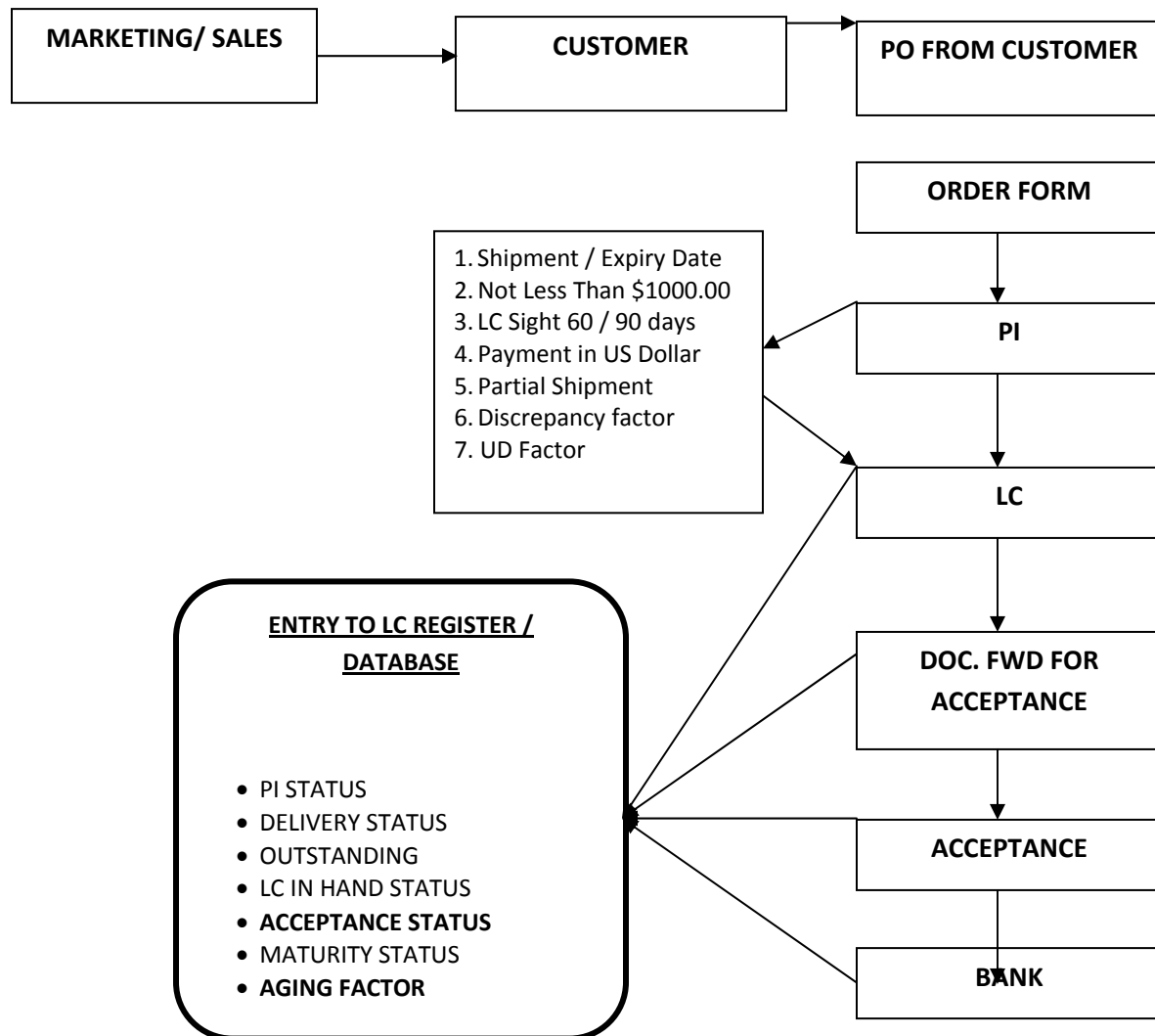
Brand Origin: Support System: DBL Distribution is top polymer, Magnetic Parts and Security System distributor in Bangladesh.

- **Planning:** We will plan the whole structure of your regarding our product installation or implementation. We know how it will be effective for business and will care about our business.
- **Implementation:** DBL Distribution has a professional and qualified support team who make our plan successful.
- **After Sales Service:** Our service & support team is capable enough to give after sales service to our customers. We provide the optimum service within working hour.
- **Information:** We can provide best product information, which will help you identify the ideal solution for your organization based on our success stories.

Their Valuable Clients



4.4 Total Order Processing Flowchart:



4.5 My Involvement with DBL Distribution:

1. Prospective clients sourcing

This should be a recurring activity. I have to capture data with a real time tool such as Account Researcher, this is an important step. For maintaining a distribution channel there should be a proper collaboration of buyer and supplier. My duty was to gather data about prospective clients and collect data from the field level about customer.

2. Sales visit with the distribution team

We have a strong distribution network throughout the country and have an effective team to power up the distribution system of DBL. Along with my supervisor I went for a sales visit to collect data and make report.

3. Updating sales database

Apart from the visit, there is a database maintained to pin point the sales condition of DBL distribution. My duty was to update the database from time to time according to the sales report.

4. Preparing project profile

For their sales project or marketing project, they maintain policy. According to that policy I made a project profile for sales division consisting all the project detail and roadmap.

4.6 Analysis of DBL Distribution:

- Bargaining power of the suppliers is less over DBL Distribution and industry rivalry among established competitors is less likely.
- New entrants may arise anytime with a distributorship from actual rival company of ENECON like BELZONA.
- The bargaining power of buyers is very high.
- DBL Distribution is not targeting those factories who are already clients of another SBU (Parkway Packaging) of DBL Group.
- There is only one transport available for DBL Distribution. So lack of own transportation facility hinders the frequent visits to the prospects.

- There is no such participation in industrial trade fair and promotional campaign for last two years.

4.7 Recommendation of DBL Distribution:

- The company can implement loyalty program to reduce customers' buying power.
- To control the bargain power of buyers, DBL Distribution must create awareness of their products and the necessity of those products to use in factories.
- To maintain a continuous visit to the prospects and client more transport are needed or availability of transport should be on regular basis to accelerate the frequency of client visit.
- The plan should be regularly reviewed and evaluated so it can be adjusted as required.
- Information collected during evaluations can also be used in planning future marketing strategies and objectives.
- Include annual marketing budgets in the one year or mini operational plan.
- DBL Distribution should participate in various industrial trade shows where the major audience would be engineers and factory in-charge personnel.
- DBL Distribution can target the existing clients of Parkway Packaging (another SBU of DBL Group)

Parkway Packaging & Printing Ltd.

Chapter 5

5.1 Parkway packaging & printing ltd

5.1.1 Company Overview:

Parkway Packaging Ltd is one of the ply box manufacturers in Bangladesh. This is one of the sister concern of DBL. PPPL is a fully automated carton manufacturing plant. It started its journey in July 2008 with the largest capacity of producing carton in Bangladesh.

The factory can produce

3 ply carton- 60,000 pcs per day

5 ply carton- 51,000 pcs per day

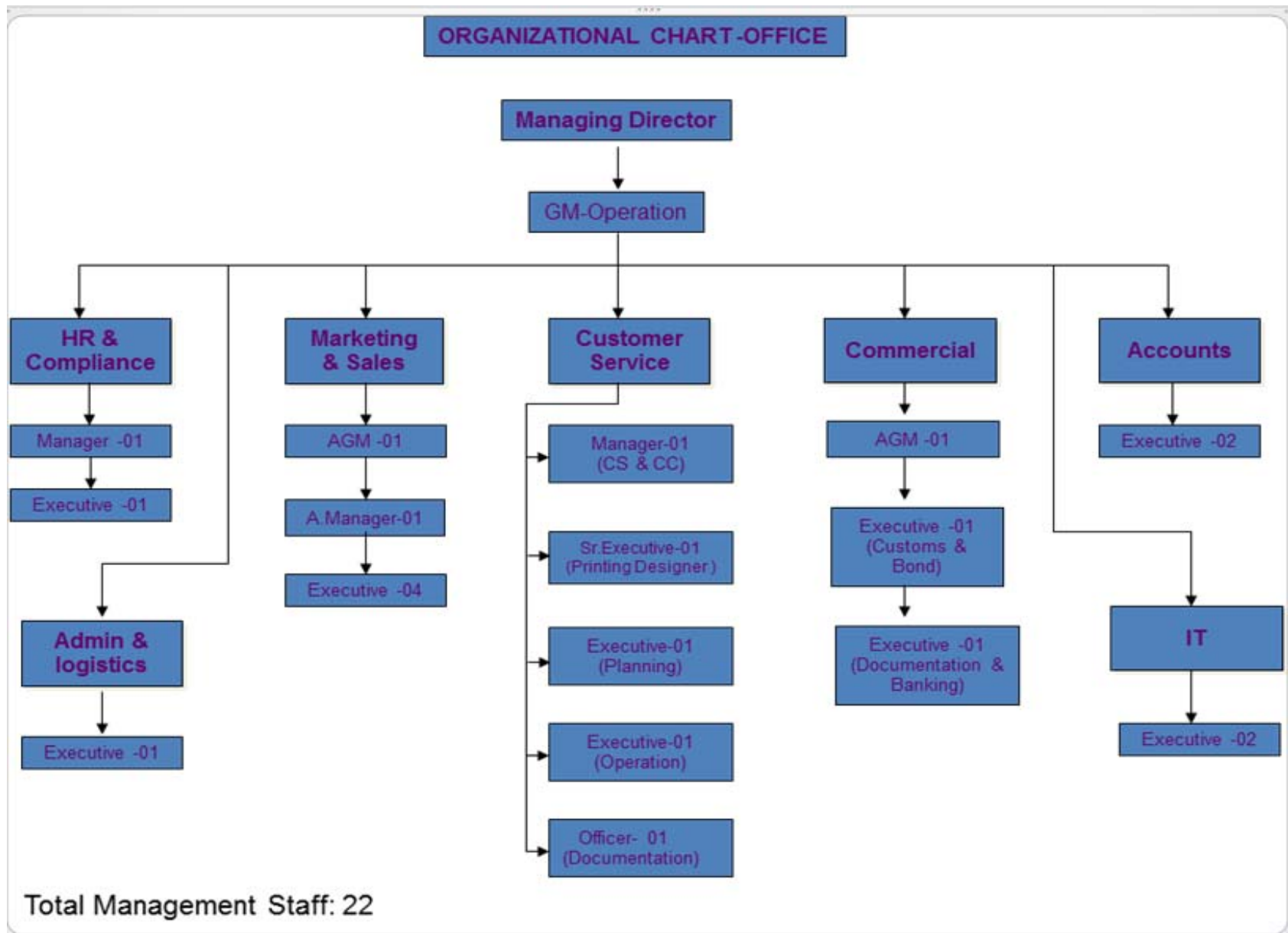
The raw materials are imported from Australia, Thailand and Indonesia. The factory is equipped with many high tech machines

PPPL has nominations from world class garments retailers such as Wal-Mart, C&A, H&M, TEMA, GAP, BASSPRO, etc.

5.1.2 Products:

- Cartoon
- Master Carton
- Hanger Carton
- Box carton
- Top Bottom
- U Divider
- Divider Carton
- Inner Carton

5.1.3 PPPL Organogram

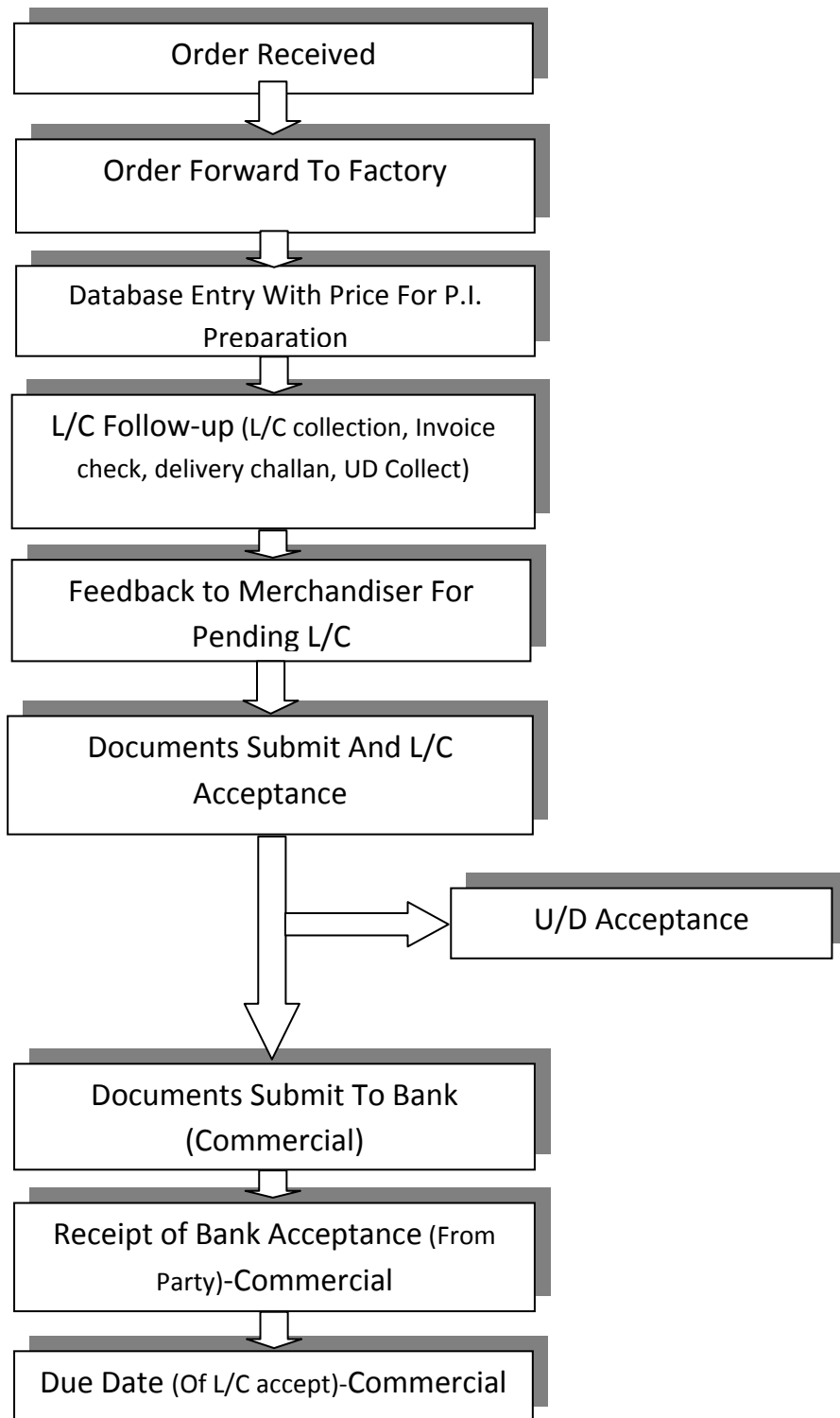


5.1.4 Sales process:

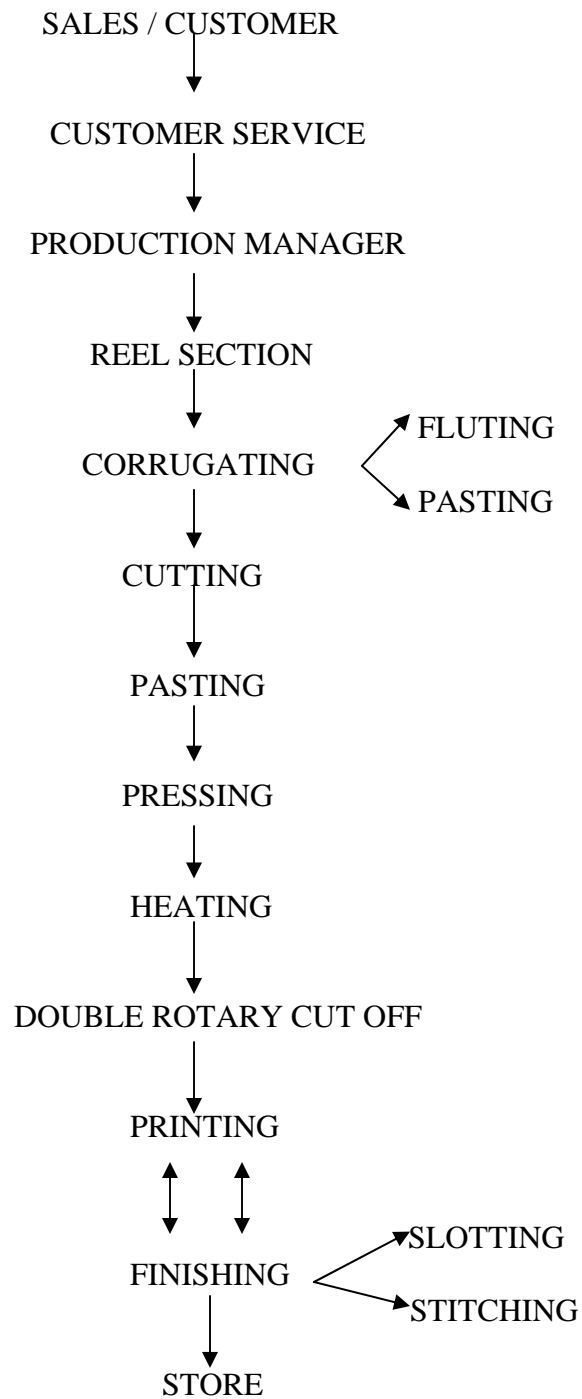
As in any other business unit, sales lies in the core activities of the business unit. And thus a specially formulated marketing process is undertaken to increase their sales volume and thus profit. To achieve the monthly sales target set on the marketing executives, certain steps are followed to align with the marketing strategy. The steps are as follows:

1. Marketing personnel go through the BGMEA directory book and shortlist the prospective clients which best matches with the companies' requirements.
2. Fixation of appointment with the clients to communicate with them face to face.
3. Then the marketing personnel of PPPL submit the sample carton for the approval to get the order.
4. After the sample approval price is negotiated with the client and if price matches with clients price quotation then finally order is placed by mail

5.1.5 Work Matrix



5.2 Production Procedure Flow chart:



Paper Combination:

PAPER

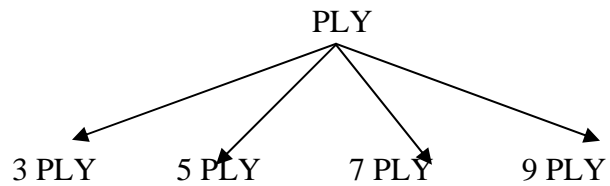
LINER

(120gsm – 280gsm)

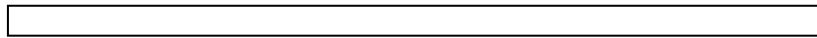
MEDIUM

(115gsm – 220gsm)

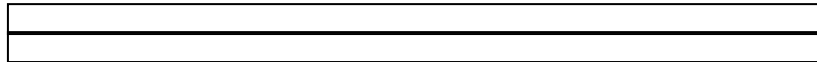
Types of Ply:



3 Ply



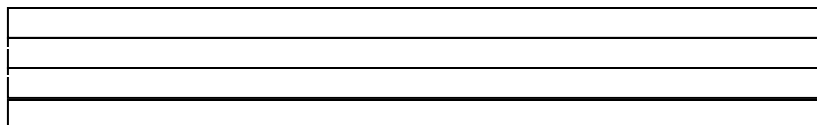
5 Ply

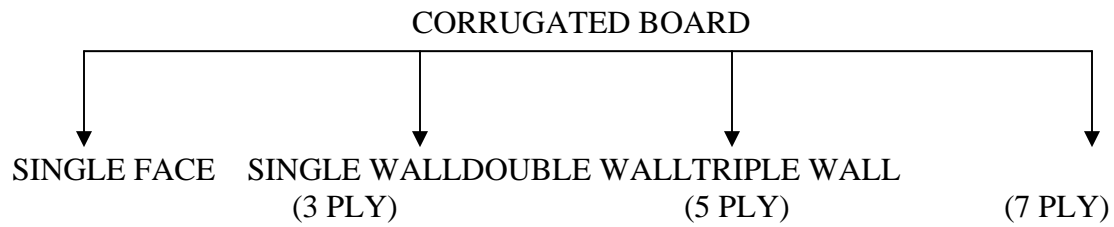


7 Ply



9 Ply

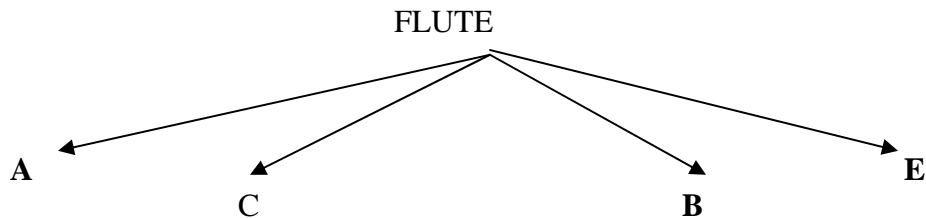




The rigidity of corrugated board will be influenced by the following five factors:

1. Height of flutes
2. Number of flutes
3. Integrity of flutes
4. Elastic stiffness of the liners
5. Fiber orientation of the paper used

Corrugated board is normally made in one of four flute sizes, designed A, C, B & E.



MACHINE DETAILS:

There are many machines which is used to prepare carton in the factory:

1. Roll stand
 - Liner Stand
 - Medium Stand
2. Corrugation Machine
3. Pasting machine
4. Pressure Machine
5. Dryer Machine
6. Rotary machine
7. Slotting Machine
8. Stitching Machine
9. Dyes Machine (Hanger cut etc.)
10. Printing Table

Used Chemical in printing carton: There are some chemical which is used to make the boards of the carton in the factory. Those are given below:

1. Gelatin
2. Titanium
3. Bicarbonate
4. Benzene
5. Gala
6. Sprit

PPPI Valuable Clients



5.3 My Involvement and Contribution:

I worked with the sales coordination department of PPPL and dealing with the daily order procurement and disbursement. After getting an order, I placed orders received from customers based on their specifications and requirements. After the clarification I delivered the order to my superior for another confirmation and after getting confirmation I passed the order to the factory queue for production and delivery. Supply Chain Management System includes the flow of the work where I contribute my effort. Here it starts from the order placement that send order to authority and according to the given information I send a formal mail to the authority about the order acceptance and provide further information about price and delivery date and payment method. On our database system, I put each and every entry about. Maintaining a good relationship with the customers is a huge responsibility and I was a part of this. CRM involves all aspects of interaction that a company has with its clients. It was my responsibility to call up the client and to let them know about their order delivery position and timing. However, I usually engaged with the following tasks:

- Communicate, coordinate, follow up and report about on processing or hold items to be manipulated, delivered to other parties, or provide feedback about status.

- Provide presentable communications with clients and customer and provide them the desired level of service in answering their queries.
- Perform filing and documentation issues as prescribed by line manager, and provide with vital assistance in keep records and following up status for under-processing delivery of cartons.
- Carry out reception activities and consult customers about any queries, answer phones and emails regarding any issue.
- Keeping record of PI and LC collection and update accordingly based on individual customer.
- Communicates with other departments including sales and marketing to effectively plan and distribute the workload.
- Following procedures of reporting on performance, budgets and other reports required from time to time to the Direct Manager.
- Prepare prior meeting agendas based on individual's requirements and update files accordingly.

5.4 Analysis of Parkway Packaging & printing Ltd.:

- Competition is intense in the local market due to many suppliers with standard quality products.
- Price is too high compared to the competitors
- Quality is not always as per the requirements of the buyer
- Inefficient management has resulted in reduced order quantity as well as degraded carton quality.
- Lack delivery vans prohibit us to deliver on time.

5.5 Recommendation of PPPL:

- Recruitment of suitable personnel to improve the overall activities of the concern and reduce inefficiency.
- Redesign warehouse by making it moisture controlled, so that the cartoon quality does not degrade.
- Training and development of the factory personnel's so that they can make the production system more streamlined and efficient.
- Increase the fleet of transportation

Over all Recommendation:

While doing my internship at DBL Distribution and PPPL in DBL I observed the whole working process of the unit and came up with some recommendations which I would like to include and they are-

- There should be facility of more training programs so that the employees get more knowledge.
- There is less scope of promotions of the employees, so I think the scope of getting promotions should be increased in order to motivate employees.
- DBL has very less number of CSR activities, so I think they should increase their CSR activities. It would not only be beneficial to the people of the country but also for the company itself.
- DBL should offer transportation facilities to its employees as many employees come from far away.
- The working hour is from 09 am to 6 pm but it often exceeds because of work pressure. To avoid this is necessary.
- While working here I also observed that the employees got their bonus late which can make the employees unhappy. So the employees should get their bonus in time.

Conclusion:

DBL is one of the largest manufacturing and distribution organization in Bangladesh and it has earned the reputation of top corporate operation in Bangladesh. It is constant in detection of business innovation and improvement. Using innovative method of industrial B2B business marketing DBL Distribution and Parkway Packaging & Printing Ltd target the factory engineer's while also having a national reach through social media and online promotion. While working with DBL distribution and PPPL, I experienced the work process of this company which is a big achievement for me. I learned a lot about many practical ideas and business policy which I can relate to my academic learning. All these knowledge that I have gained by working three months, I can surely carry for the rest of my career.

Reference:

1. DBL Distribution Project plan-2012
2. DBL Annual Report -2013
3. Showcase of three top-performing factories 2 April 2011
4. DBL News Archive
5. DBL WEBSITE: <http://www.dbl-group.com/>
6. Pictures from websites.